



AXENYA

Manifesto



## Our identity

Axenya is a digital health platform company that empowers Latin-American physicians and patients **to plug into the future of medicine**. Axenya provides state-of-the-art software and hardware that expand the physicians' toolboxes, enhance the efficiency of healthcare delivery and make medicine more personalized and precise.

Axenya enables better care, drives measurable outcomes and enriches the doctor-patient relationship in innovative, profound and meaningful ways.







## Our name

Axenya is a portmanteau of the Greek prefix a- ( $\alpha$ -intensive) indicating 'superlative' and xenia, meaning 'hospitality' or 'courtesy'. For our doctors and patients, Axenya is the ultimate digital health sanctuary, a state-of-the-art medical technology aggregator where the "travelers of life" can take a moment of respite to satisfy all their digital health needs.

For our partners, Axenya is the perfect host, a platform where their therapeutic solutions can find a home away from home to live and thrive.

For the healthcare system, Axenya is the ultimate digital health marketplace, **an oasis where digital health offer and demand can connect with maximum efficiency and effectiveness.**





## Our purpose

The mainstay of clinical practice is the art and science of making sense of clinical data.

**The doctor-patient relationship is the cornerstone of this process.**

The doctor, working with the patient, makes sense of a clinical situation by incorporating objective and subjective data into an encompassing view. Based on this diagnosis, the clinical plan is initially designed and periodically monitored.

A weak spot in this process is that it operates on a centralized sick-care model. Doctors see patients once symptoms have become evident, in the confines of their offices and during a limited period of time.

The diagnosis and monitoring exercise, therefore, necessarily involves extrapolation of limited datapoints into real life conditions.

Modern technology brings the potential to expand diagnosis and monitoring beyond the doctors' office and to collect clinically relevant data remotely, continuously, from different sources and in different conditions. Through apps, wearables and devices, **we now have the ability to continuously gather enormous amounts of relevant data** which can dramatically expand our ability to diagnose and control diseases and even spot issues before symptoms become evident. **This is the revolution we call Digital Health.**

But collecting data is only the beginning. For Digital Health to live to its promise, this data needs to continue its path through the clinical practice workflow: **it needs to be interpreted by a trained physician**, in a comprehensive way and in the context of the patients' history and other clinical information. Only by propelling this data back into the doctor-patient relationship can Digital Health generate better outcomes and reduce the anxiety and the dangers of potential self-medication or self-care.



Still, the healthcare system wasn't built to deal with that massive amount of fragmented and inarticulate data flows. Several problems emerge. First, the data is diverse and resides in siloed repositories in a number of formats. Second, these repositories are disconnected from doctors and clinical workflow. And finally, even if we can overcome the first two barriers, the deluge of information is simply overwhelming, **it requires new ways for doctors to deal with it.**

**Axenya provides the layer to restore the doctor-patient relationship** by aggregating data collected by apps, wearables and devices into one coherent database; connecting this database into the clinicians' workflow; integrating overpowering data into actionable clusters through comprehensive analytics, big data science and AI diagnostic tools, and monitoring and improving the system through systematic outcomes-based research.



We envision a world where the Doctor-Patient relationship expands beyond the confines of the office, where the doctors' toolbox gets expanded exponentially and where medicine becomes more personalized and precise.



## Our canon

### We believe

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#### **that great just isn't good enough.**

We relentlessly dream bigger, try harder, ambition more. We are in it to nudge humanity into a better future. Anything less just doesn't cut it.

#### **that customer interests always come first.**

We focus first and foremost on offering the best solution for the doctors and patients whom we serve, and we trust that we'll figure out a way of making money out of that later.

#### **in building visions through a balanced mix of data, insights and intuition.**

Intuition drives our interests. Evidence drives our decisions. Insights drive our technology.

#### **in combining creative vision with painstaking execution.**

We strive to marry idealism and pragmatism. We challenge ourselves to see the world through two lenses at the same time: seeing the world as it is and as it might be.

#### **in approaching all problems from scratch.**

Traditional business experience is no longer an advantage. We think every problem from its components and not in light of common wisdom and beliefs.



## We believe

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### **in open innovation.**

We can neither invent nor copy the best solution for every problem. We focus on partnering with experts in their field that help us better serve our customers with the best technology available for every solution.

### **that science is global, but technology is local.**

We start with the best global solutions for each problem, but we tinker with them endlessly to ensure the best fit for each market.

### **in the power of great people.**

We only hire the best and most talented and provide an environment where they can thrive with ample room for decision making and free from organizational artifacts.

### **that the doctor-patient relationship is the cornerstone of healthcare.**

We believe in building and enriching this relationship. We believe that doctors powered by technology can have enormous impact. We do not believe in solutions that go around physicians.

### **in teams of equals, not in hierarchy.**

We believe in attracting great people for their ideas and drive. We believe that they join us to work as part of a great team to which they will contribute in equal footing. We do not believe in telling them what to do or how to think.

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[axenya.com](https://axenya.com)